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Raj Soin College of Business

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Raj Soin College of Business Monthly Update - November 2019

Raj Soin College of Business

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RSCoB Monthly Report - November 2019

Scholarship

Best Paper Award

Congratulations to [Dr. Pola Gupta](#) on receiving the 2019 JGSMS Best Paper Award! David J. Burns, Pola B. Gupta & Jennifer Hutchins (2019), "Showrooming: the effect of gender," *Journal of Global Scholars of Marketing Science*, 29(1), 99-113.

Publications

- [Gulas, Charles S.](#), [Kunal Swani](#) and Marc G. Weinberger (2019), "Audience Reaction to Comedic Advertising Violence after Exposure to Violent Media," *Journal of Current Issues & Research in Advertising*, 40(1), 3-19.
- Weinberger, Marc G., and [Charles S. Gulas](#) (2019), "The Emergence of a Half-Century of Research on Humor in Advertising: What Have We Learned? What Do We Still Need to Learn?" *International Journal of Advertising*, 38(7), 911-956.
- Braddy, P. W., [Sturm, R. E.](#), Atwater, L., Taylor, S. N., & McKee, R. A. (2019), "Gender Bias Still Plagues the Workplace: Looking at Derailment

Risk and Performance With Self–Other Ratings," *Group & Organization Management*.

- [Swani, K.](#), Milne, G. R., & Miller, E. G. (2019), "Social media services branding: The use of corporate brand names. *Journal of Business Research*.
- [Swani, K.](#), Brown, B. P., & Mudambi, S. M. (2019), "The untapped potential of B2B advertising: A literature review and future agenda," *Industrial Marketing Management*.

Presentation

- Dr. [Chuck Gulas](#), an expert on the topic of Humor in Advertising was invited to present at the "Interactive Social 5," a professional conference sponsored by the Lexington, KY chapter of the American Advertising Federation.

Editorial

- [Chuck Gulas](#) was a Guest Editor with Marc Weinberger of the Special Issue on Humor in Advertising, Vol. 38, Issue 7, in the International Journal of Advertising, 2019 and was invited to publish with Weinberger, Marc G. "You Must be Joking: An Introduction to the Special Issue on the Use of Humor in Advertising." International Journal of Advertising, 38(7), 909-910.
- [Rachel Sturm](#) is the Co-Editor of a Special Issue (SI) on Leader Power at The Leadership Quarterly, the top ranked leadership journal.
- [Kunal Swani](#) was a Guest Editor of the Special Issue "B2B Advertising" at Industrial Marketing Management.
- [Kunal Swani](#) serves as an Associate Editor (Area: Business-to-Business Research) at Journal of Business Research.

Recognitions

- Congratulations to [Dr. Tom Traynor](#) on being named the new dean of the college!
- Congratulations to [Mildred Culbreath](#) who was nominated for the 2019 President's Awards for Excellence in the category of Human Relations. And congratulations to [Linda Warren](#) on her nomination in the category of Service! Winners will be announced very soon.
- Dr. [Kunal Swani](#) was offered an honorary membership in the Honor Society of Phi Kappa Phi at the Wright State Chapter in recognition of his distinguished academic and professional success.
- Dr. [Wakiuru Wamwara](#) serves as the treasurer of the Kenya Scholars and Studies Association.



Breaking news! [Dr. Wakiuru Wamwara](#) has just been named the recipient of the 2019 Wright State International Education Award!



(Left to Right) Wakiuru Wamwara, Shu Schiller, Zdravka Todorova, Franchesca Alford and Jen Lamott attended ACE Women's Ohio Conference on Friday, November 1st.

Welcome & Farewell

- [Twila Murray](#), our career consultant has started a new position at the WPAFB. We wish her the best luck in her new venture.
- Please welcome [Joyce Winters](#), our temporary career consultant. Joyce will be in the college every Tuesday and Thursday. She will work with Lance Cauley to support career activities.

ReyRey Café

Initially sponsored with a gift from Reynolds & Reynolds, and now in its fifth year of operations (and a fixture in the Rike Hall interior), the Rey-Rey café continues to deliver quality products to its loyal and growing customer base. Thanks to the hard work of the Student Management Board (all of whom are

RSCoB majors) and the leadership of [Dr. Kathryn Easterday](#), the café has been operating profitably since the beginning of the 2018-2019 academic year. Day-to-day operations are primarily managed by the Board with advice and occasional assistance from Chartwell's with whom the Rey-Rey Café are partners. Aside from being shift managers, the Board organizes work schedules, orders inventory, conducts training, recruits new employees, and are responsible for marketing and promotions. Congratulations to both the students and Dr. Easterday for making this a successful endeavor for the RSCoB.



AMA Club



The AMA Chapter, advised by Dr. [Wakiuru Wamwara](#) won an award for "Exemplary Collegiate Chapter Performance" at the 2019 AMA international

collegiate conference.

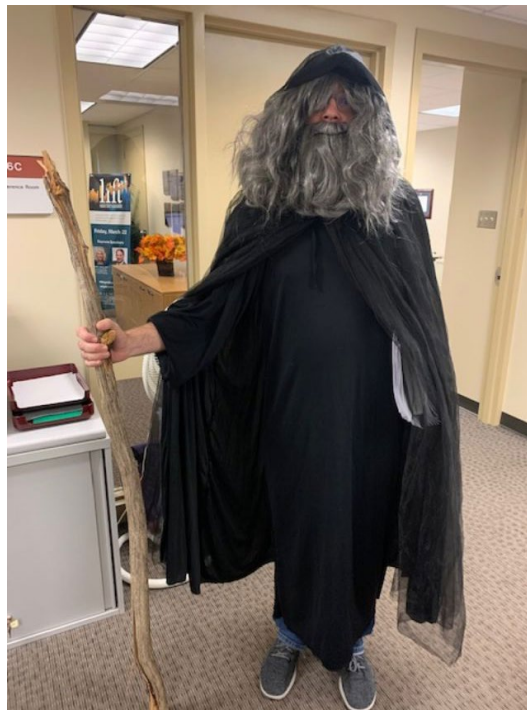
Wright Brothers Day



The AMA marketing club coordinated Wright Brothers Day this year in conjunction with the inaugural Festival of Flight, which took place Saturday, Oct. 5, on the Wright State Nutter Center back parking lot.

Just For Fun

Why not? It's Halloween. Wait Who are they? Text your answer to 267-496-3695 and receive a prize.



Calendar

November 19 - **GPC** meeting

November 20 - **FEC** meeting

November 21 - **UPC** meeting

December 3 - **MBA** meeting

December 4 - **College faculty** meeting

December 7 - **Last day** of classes (full term)

December 9 - **Finals** begin

December 13 - Retirement Reception for **Susan Lightle**, 4-7pm, Berry Room, Nutter Center. Contact Jim Greenspan to RSVP or for more details.

December 14, **WSU Commencement**

December 20, faculty complete data entry to **Digital Measures**

Digital Measures Open Lab ([register](#))

- Wednesday, November 6, Noon-1 p.m. (past event)

- Thursday, November 14, Noon-1 p.m. (past event)
- Tuesday, November 19, 11 a.m.–Noon.
- Wednesday, December 4, Noon–1 p.m.
- Monday, December 9, 2–3 p.m.
- Tuesday, December 17, Noon–1 p.m.



Contact Us

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